Business Case Template

Business case information can be structured by completing the table below.

|  |  |
| --- | --- |
| **Application Name** |  |
| **Type of business model** | Examples:  Direct sales, platform, etc. *See the document "Types of Business Models"* |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?  Who are our most important customers? |
| **Groups of internal stakeholders, business users** | *Indicate who will be using the system in your organization, i.e., internal users.*  Do we need a product development group?  Do we need a sales group?  Do we need a finance group (accounts payable, receivable)?  Do we need a customer support team?  Do we need an advertising management group? |
| **Value propositions** | What value do we deliver to the customer?  Which one of our customer’s problems are we helping to solve?  What bundles of products and services are we offering to each Customer Segment?  Which customer needs are we satisfying? |
| **Key resources** | What Key Resources do our Value Propositions require?  Our Distribution Channels?  Customer Relationships?  Revenue Streams? |
| **How the system is used** | What are the main system use scenarios for the External Customers?  What are the main system use scenarios for the Internal Users? |
| **External Interfaces (data feeds)** | Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc. |
| **Revenue generation, Revenue streams** | Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc. |
| **Key Partners/Suppliers**  **(Stakeholders)** | *Stakeholder – the party who is involved in or affected by your project* |
| **Expected Benefits to the Customer** |  |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements. |
| **Front-end Technology** | Indicate what technology will be used to develop the front-end of your application. |
| **Back-end, Database Technology** | Indicate what technology will be used to develop the back-end, database of your application. The database should be relational. |